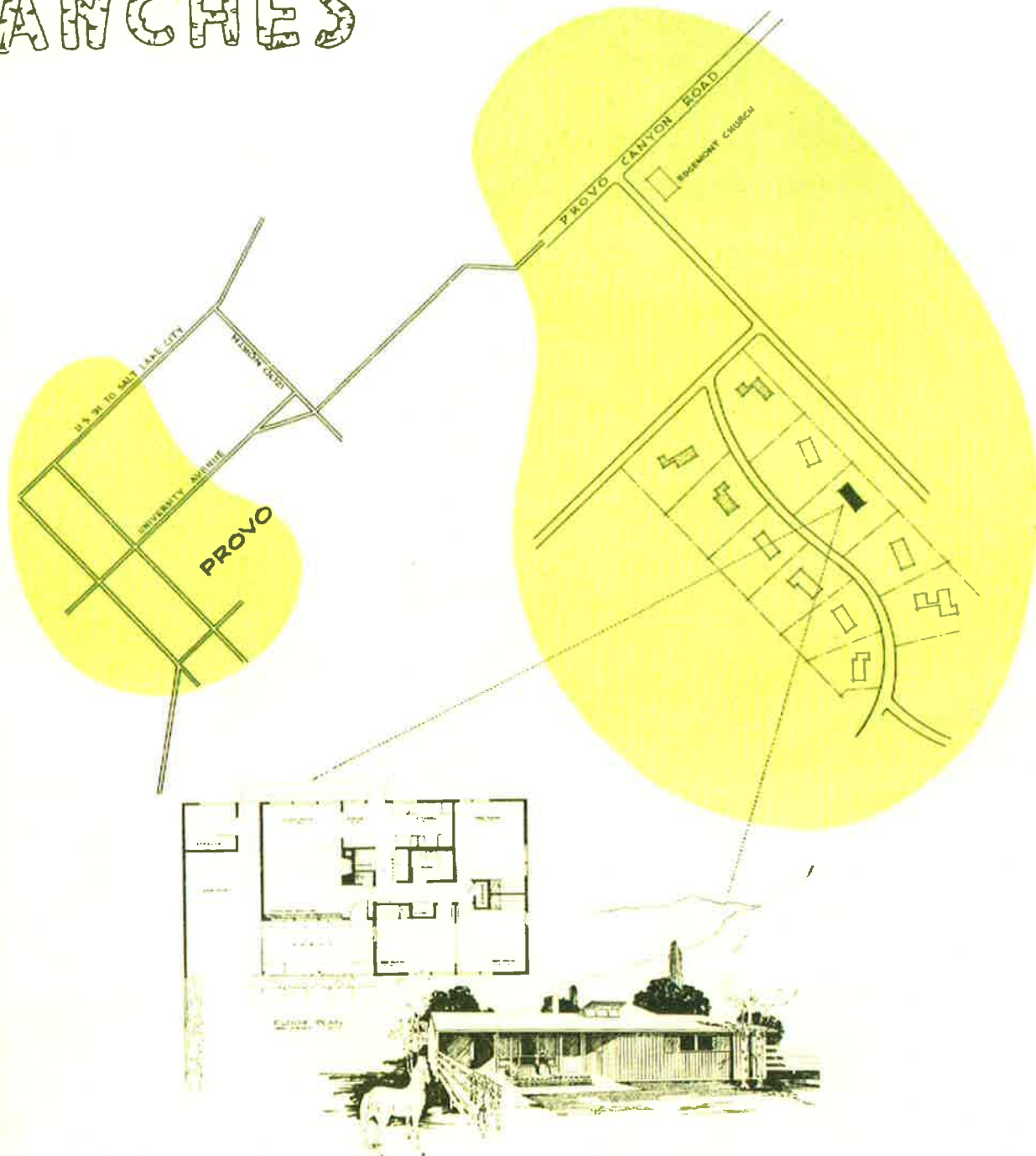
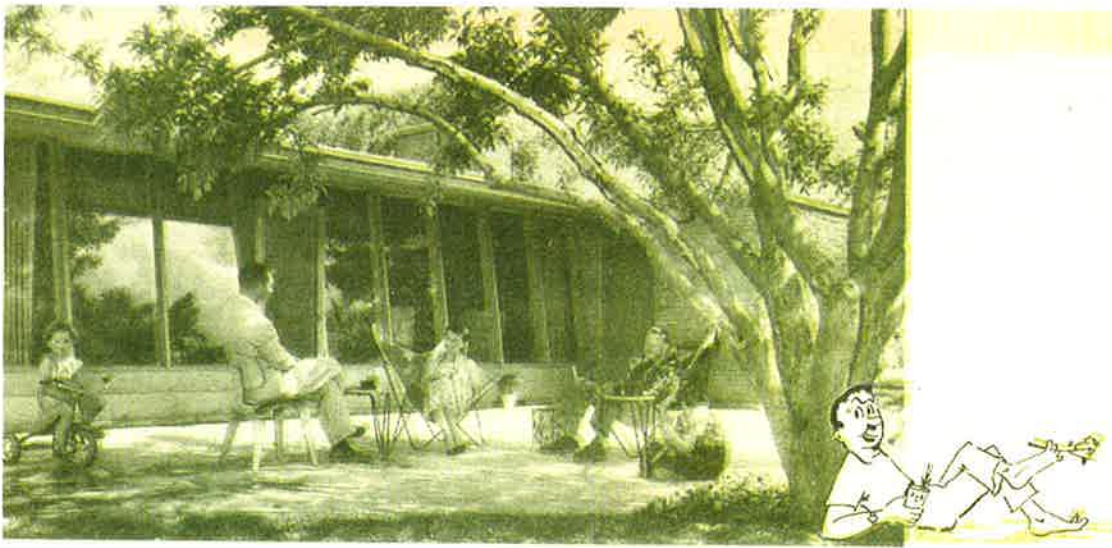


# VISTA VAL VERDE RANCHES



LIVABLE HOMES COMPANY BUILDERS  
DELMAR C. KENNER — MANAGER  
WILLIAM ROWE SMITH — ARCHITECT



## YOU WILL ENJOY LIFE IN THE COUNTRY

### BUILDER'S REPORT ...

After getting out of the Air Force in 1946, I sold real estate for three years—until my conscience began bothering me because of the type of homes at the ridiculous prices that were available. During this time I had met Architect W. Rowe Smith and had become interested in house design, and had read every magazine around on home building. I decided that it was possible to give people a great deal more for their money than they were getting. I feel that, in a small way, I have been able to do that. The idea of going to the country has been with me as long as I can remember, so when I decided to start building, it was natural that the orchard area north of Provo would be just what I was looking for. The half, three-quarter, acre and two acre plots have gone over exceptionally well, and the designs of the houses equally well. Nearly all of the houses have been spoken for before they were finished, and on one, I had a waiting list of five people before I could set a price on it.

### ARCHITECT'S REPORT ...

From the architect's viewpoint, this project offered exciting possibilities. Having one of the most beautiful settings in Utah to work with, generous lots, and a builder capable of interpreting the spirit of the design, the measure of its aesthetic success lay in the architect's ability. It presented a challenge charging everyone's best efforts. I see this little group of homes not as houses on lots in a subdivision, but rather an expression of an enjoyable way of living.

In programing the design, two requirements became basic. First, an open free flowing plan that could be lived in in the informal comfort expressed so pleasantly by the projects quiet country setting. The house, large lot, existing trees and beautiful mountain and valley views must merge into a single expression, that expression being again a way of living.

Second, and extremely important, the design must include children. My first thrill upon visiting the site was its enticing hills and trees which beckoned kids to climb. It was in the evening that I made this first visit; you could almost feel the quietness broken at intervals with the notes of meadow-larks and the chirping of crickets, what a wonderful, wonderful place to raise a family.

It is difficult for me to comprehend a design without people in it, so my own family became a client and we lived for many hours of study in each plan. There are three basic schemes, the first very similar to my own home in town, which we have found extremely livable and enjoyable to our four children. After it, I attempted to improve the livability of our present scheme and enlarged the concept to include a family room. The third scheme again sought to retain the same good points but hold the overall floor area down to a practical minimum. Since outside wall space was so valuable, the bath and utilities were placed in the center or core of the scheme.

In all the schemes you will note that careful attention has been given to privacy and circulation without infringing upon any room, yet there is a feeling of space and openness throughout. The baths are always located handy to the children whether outside or in. Kitchens and living areas tie directly into outside areas for outdoor living and dining, expanding the occupant's living area to all they own.

I made no attempt in the design to invent cleverness or strain my efforts to be unique or different. These homes are simple, clean solutions to better living. They use common simple materials throughout selected for their charm and ease of upkeep. The houses seem to fit their purpose; they are at home with their sitting, ignoring any clique or style; they are not ranch house or modern but clean, crisp country houses offering restful, efficient, enjoyable living for trees full of kids and mothers who enjoy calling their neighbors across the fence for a cup of coffee, and dads who enjoy the luxury of being completely lazy after a hard day's work.



## ABOUT THE AREA . . .

In selecting the site for Vista Val Verde Ranches, we searched for a spot that had just what you "wanted" for country living. The lots were designed to take advantage of natural setting, trees, and view; and they were made ample in size to retain the feeling of spaciousness. Each lot can be thought of as a little ranch for peaceful, lazy "livin'." You can have neighbors yet retain complete privacy; the children can have their dog, a pony, or a hutch of rabbits to enjoy as kids should be entitled to enjoy the wonders of nature.

Located just three miles from the center of Provo, you are close to stores, school, church and shopping center; yet, completely removed from the noise and the hustle, bustle of living in town on busy streets.

We have built for you the kind of home you would want to build for yourself. We included all the luxuries of open planning, outdoor living and fresh, crisp tastefully detailed exteriors usually limited to expensive custom built houses.

The houses are designed for family living with thoughtful attention given to every members' requirements from mother to toddler. Each house is located on its plot with care, retaining privacy and orientation to sun and views.

Natural homey materials were selected throughout both for their natural beauty and sound, durable, easily maintained construction.

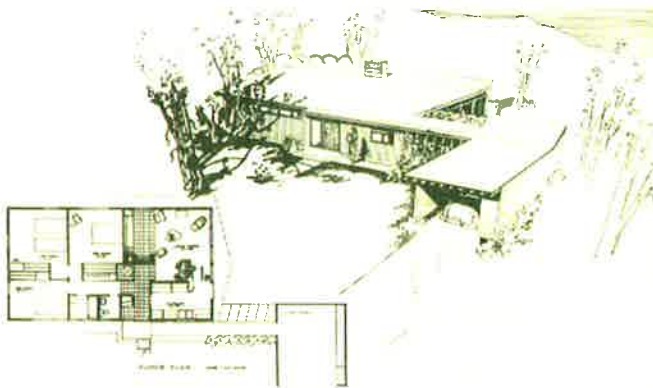
We did everything possible to make living in the country easy and enjoyable for you. You will enjoy life in the country.

## ABOUT THE HOUSING RESEARCH FOUNDATION . . .

The Housing Research Foundation of Southwest Research Institute, San Antonio, Texas, is a scientific non-profit research organization. The foundation does not itself design, finance, build or sell houses, nor does it recommend specific materials; endorse builders, or architects.

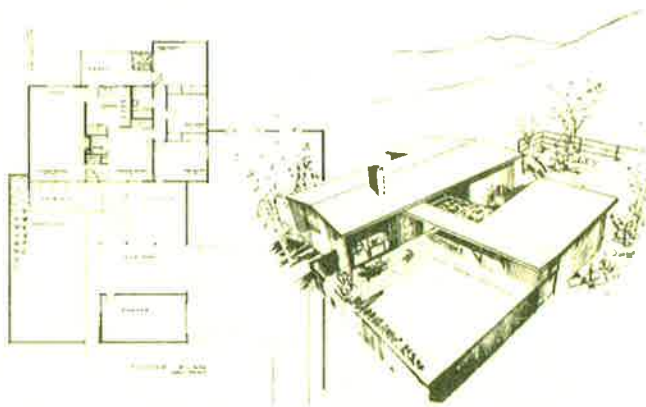
Its sole purpose is to stimulate builders to produce for sale architect-designed houses, which represent superior qualities of appearance, performance, and livability in relation to the price.

Its seal of approval on a project is given in the interest of the home buyer and represents a high standard of quality and design. This public service educational activity was founded by Revere Copper and Brass, Incorporated, and is now also supported by Crane Company and Owens-Corning Fiberglass Corporation.



## YOUR NEIGHBORS HOUSES

The project consisting of ten homes will have three floor plans designed for family living. Each home will be completely different in appearance, retaining its own individuality yet harmoniously complimenting its neighbors. All the homes will be of frame construction, giving a feeling of crisp lightness and harmony of scale so important to their contemporary concept and their country setting. Color will be used abundantly, exercising good taste in complimenting the warm tones of nature. You will be proud of your neighbors' houses in the country.



## YOU WILL ENJOY LIFE IN THE COUNTRY

## DESIGN CREDIT

### ENGINEERING AND LAND PLANNING

WILLIAM BEAZER, ENGINEER  
DELMAR C. KENNER, GENERAL PLANNING

### ARCHITECT

WILLIAM ROWE SMITH  
Office at 1266 Cedar Avenue  
Provo, Utah

### MODEL HOME FURNISHED AND DECORATED BY

GEORGE WILLIAMS FURNITURE COMPANY  
240 East South Temple Street  
Salt Lake City, Utah  
MARGORY WILLIAMS, INTERIOR DECORATOR

## SUPPLIERS

MATERIALS	PROVO LUMBER AND HARDWARE CO.
FINANCING	UTAH SAVINGS AND LOAN ASSOCIATION
PLUMBING	P. L. LARSON CO. CRANE CO. FIXTURES
HEATING	P. L. LARSON CO. MUELLER FURNACE
INSULATION	OWENS - CORNING FIBERGLASS
ELECTRICAL	PECK ELECTRIC SWIVELIER FIXTURES
PAINTING	A. C. NELSON
PAINT PRODUCTS	IMPERIAL PAINT CO. ALMA E. WRIGHT CO.
ROOFING	O. H. MOORE ROOFING CO.
ASPHALT TILE	ANDERSON LUMBER
MISC. HARDWARE	SPEAR LUMBER

The seal of approval of the Southwest Research Institute's Housing Research Foundation is the "Oscar" of American home building. Only a few homes across the nation—those judged to be the best designed and the best value—bear this coveted seal of approval. It is your guarantee of good value and excellent design.

June 13, 2014

868 First Avenue  
Salt Lake City, UT 84103

Mr. Kirk Huffaker  
The Utah Heritage Foundation  
P. O. Box 28  
Salt Lake City, UT 84110

Dear Kirk:

Attached is a compilation of information, including plot plans, brochures, news clippings, news releases and a set of recent photographs relating to "Vista Val Verde Ranches," a group of some 10 or so houses built by Delmar C. Kenner (my father) in north Provo, Utah between 1949 and 1956.

Then, as now, Provo was not in the vanguard of modern architecture -- or much of anything else. He was denied local bank financing and the houses, once built, were slow to sell. However, he pursued his ideal of building livable family homes, designed with land conservation in mind. Many of the homes stand in tact today as testimony to the advanced planning the durable values first articulated in the attached brochure, Vista Val Verde Ranches.

More than anything, my sister and I want the documentation of his endeavors to live beyond his and our lives. This was a pretty remarkable undertaking by one person, particularly in the face of widespread indifference or even ridicule.

Thanks for taking a look at these items, and I look forward to talking to you about a possible place for them in the Marriott Library archives.

Best regards,

  
Linda (Kenner) Hunt